



**Bicycling** / Moving America Forward 



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***"When we make biking and walking safe and accessible, I believe millions more Americans will choose them... thereby making us a healthier, trimmer, more fit nation."***

Congressman James Oberstar (D-MN), Founder of the Congressional Bike Caucus



Bikes Belong is the national coalition of bicycle suppliers and retailers working together to put more people on bicycles more often. We produced this booklet to highlight bicycling's many benefits.





# How can we make our communities stronger and healthier?

## Bicycling...

- Promotes healthier lifestyles
- Creates jobs and supports independent businesses
- Lowers healthcare costs
- Strengthens family bonds
- Provides a recreational outlet for youth
- Builds closer-knit communities
- Reduces polluting emissions
- Decreases road congestion

## Bicycling is good for America.

Nearly 40% of adults in the U.S. ride bikes, and bicycling is a powerful and influential force in our culture and economy.

Whether you're an elected official, community leader, corporate executive, bicycle supplier or retailer, media representative, or any other American, you should support bicycling. It's fun, healthy, convenient, and good for our country!



**CYCLING IN AMERICA**

**87 million Americans ride bicycles.**

(OUTDOOR INDUSTRY ASSOCIATION)

# Bicycling Appeals to All Americans

**Bicycling is fun for everyone.** Men and women, young and old—Americans all across the country enjoy this safe and healthy activity.

**North Central**  
**24% – 20.9 million**

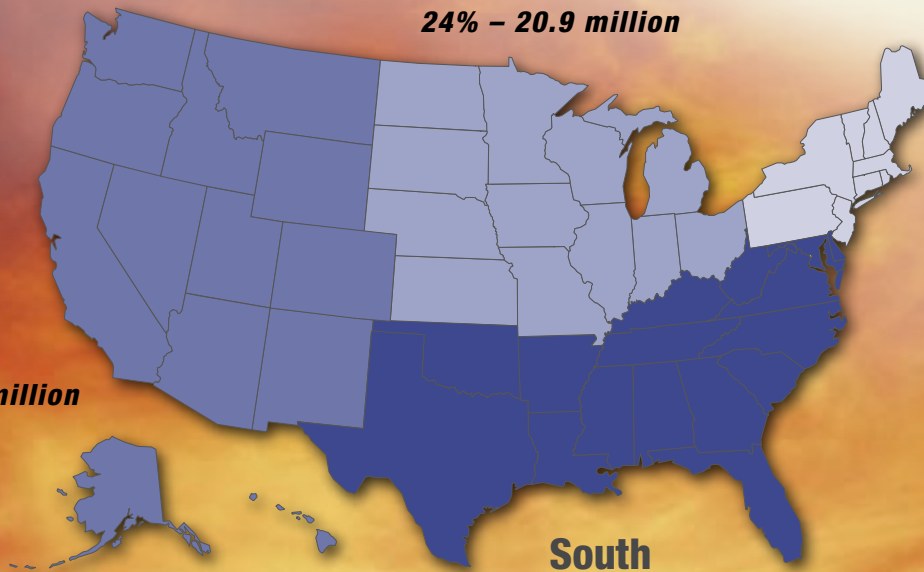
## Where U.S. cyclists live

Bicycling is popular coast to coast.  
(OUTDOOR INDUSTRY ASSOCIATION)

**Northeast**  
**19% – 16.5 million**

**West**  
**25% – 21.8 million**

**South**  
**32% – 27.8 million**





## NUMBER OF BICYCLISTS

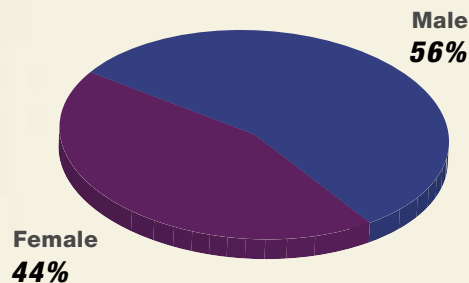
**There are more bicyclists in the U.S. than skiers, golfers, and tennis players combined.**

(NATIONAL SPORTING GOODS ASSOCIATION)

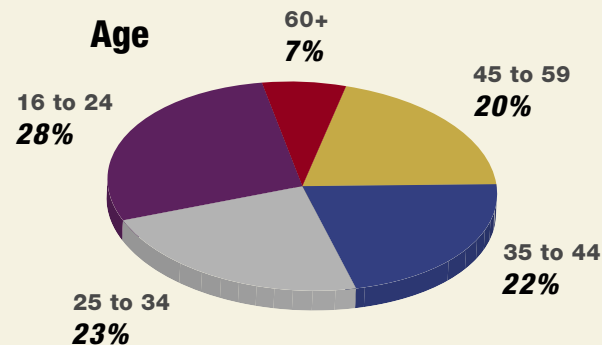
## Adult bicycling demographics\*

(OUTDOOR INDUSTRY ASSOCIATION)

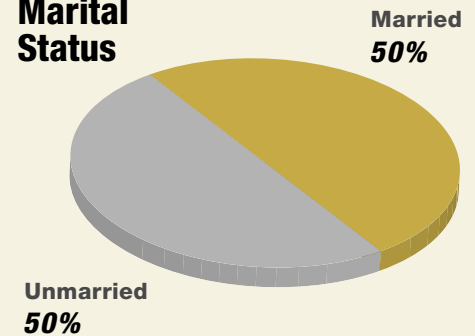
### Gender



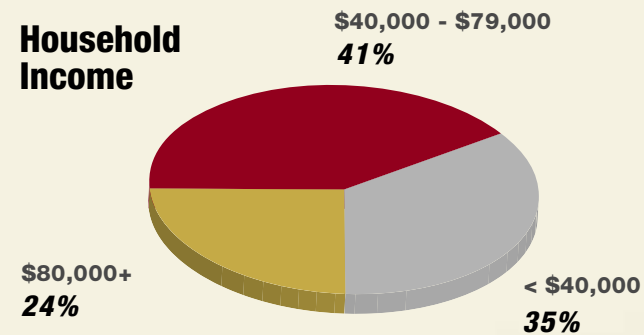
### Age



### Marital Status



### Household Income



## Cyclists have economic clout

U.S. cyclists have a mean income of about \$60,000.

(OUTDOOR INDUSTRY ASSOCIATION)

\* From a 2003 survey of road cyclists



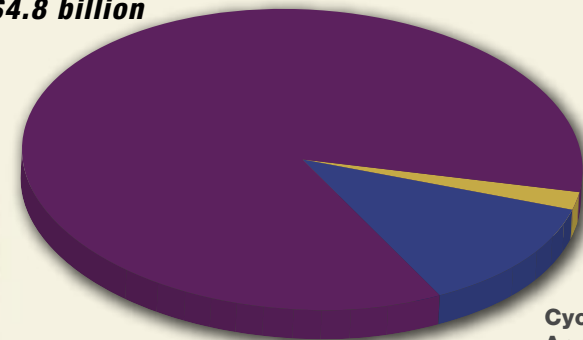
# A Force in the American Economy

The bicycle industry in America is strong and diverse, building momentum every year. A major contributor to the U.S. economy, it employs close to 100,000 people in research and development, manufacturing, distribution, retail sales, service, and tourism.

## A \$5.5 billion+ industry

(NATIONAL SPORTING GOODS ASSOCIATION)

Bicycle &  
Accessories Sales  
**\$4.8 billion**



Cycling  
Footwear Sales  
**\$43 million**

Cycling  
Apparel Sales  
**\$689 million**



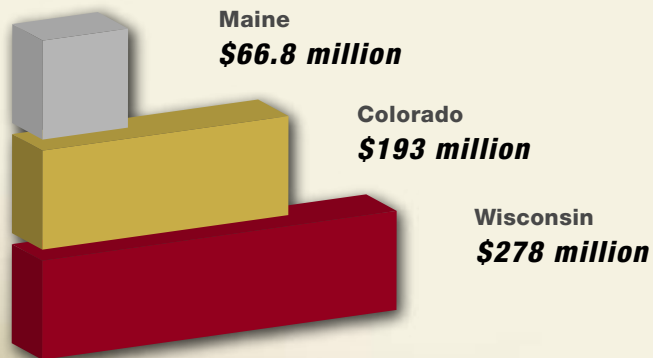
## Summer business for ski areas

160 U.S. ski areas open trails to mountain bikers in the summer, and 88 run lifts for cyclists.

(NATIONAL SKI AREAS ASSOCIATION)

## Bicycle tourism generates big money

Estimated annual impact of bicycle tourism in select states.



(MAINE DEPARTMENT OF TRANSPORTATION, COLORADO DEPARTMENT OF TRANSPORTATION, BICYCLE FEDERATION OF WISCONSIN)

## Bike paths boost property values

Properties next to the Mountain Bay Trail in Wisconsin sell faster and for an average of 9% more than similar lots away from the trail.

Homes near the Monon Trail in Indiana command selling prices 11% higher than other homes in the area.

Property sale studies conducted in other parts of the U.S. confirm this trend.

(BROWN COUNTY PLANNING COMMISSION)

(CENTRAL INDIANA CENTER FOR URBAN POLICY AND THE ENVIRONMENT)







## BICYCLE SALES

**In 2003, U.S. consumers bought 18.5 million bicycles. That's 3.7 million more than all the cars and trucks purchased in the U.S. that year.**

(NATIONAL BICYCLE DEALERS ASSOCIATION, BUREAU OF TRANSPORTATION STATISTICS)



Approximately 5,000 specialty bike dealers do business in the U.S. These independent shops are community hubs, providing personalized service, sponsoring local events, and spearheading efforts to build bike facilities.

*"With several important U.S. bicycle companies here in Wisconsin, the bicycle industry is critical to our state's economy. It provides nearly 3,500 jobs and generates upwards of \$834 million for our economy."* Jim Doyle, Governor of Wisconsin



# The Key to a Healthier America

**Bicycling keeps people healthy.** That's good news given the increasing illness and healthcare costs in the U.S. Sedentary lifestyles are contributing to record levels of obesity and premature death from heart disease, strokes, diabetes, and other weight-related health problems. Active living is the solution.



Bicycling is an inexpensive, convenient way to stay fit and healthy. A bike is 30 times less expensive to buy and maintain than a car.

(ACTIVE TRANSPORTATION)



## (CENTERS FOR DISEASE CONTROL)

2005

The map shows the following distribution of political affiliations in 2005:

- Blue (Democratic):** Montana, Wyoming, Colorado, New Mexico, Arizona, Texas, Florida, New Jersey, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, Maine.
- Red (Republican):** Indiana, West Virginia, Alabama, Mississippi, Louisiana.
- Yellow (Other/Undecided):** Washington, Oregon, California, Nevada, Idaho, Utah, Arizona, New Mexico, Texas, Oklahoma, Kansas, Nebraska, Minnesota, Iowa, Missouri, Arkansas, Louisiana, Kentucky, Tennessee, Georgia, South Carolina, North Carolina, Virginia, Maryland, Delaware, Pennsylvania, New York, New Jersey, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, Maine.

*all ages in communities across America.”* Melissa Johnson, Executive Director of the President’s Council on Physical Fitness and Sports

No data
  15-19%
  <10%
  20-24%
  10-14%
  >24%



## A bike ride a day...

Just three hours of bicycling per week can reduce a person's risk of heart disease and stroke by 50%.

(LEAGUE OF AMERICAN BICYCLISTS)

### OBESITY

**61%**

of American adults  
are overweight or obese

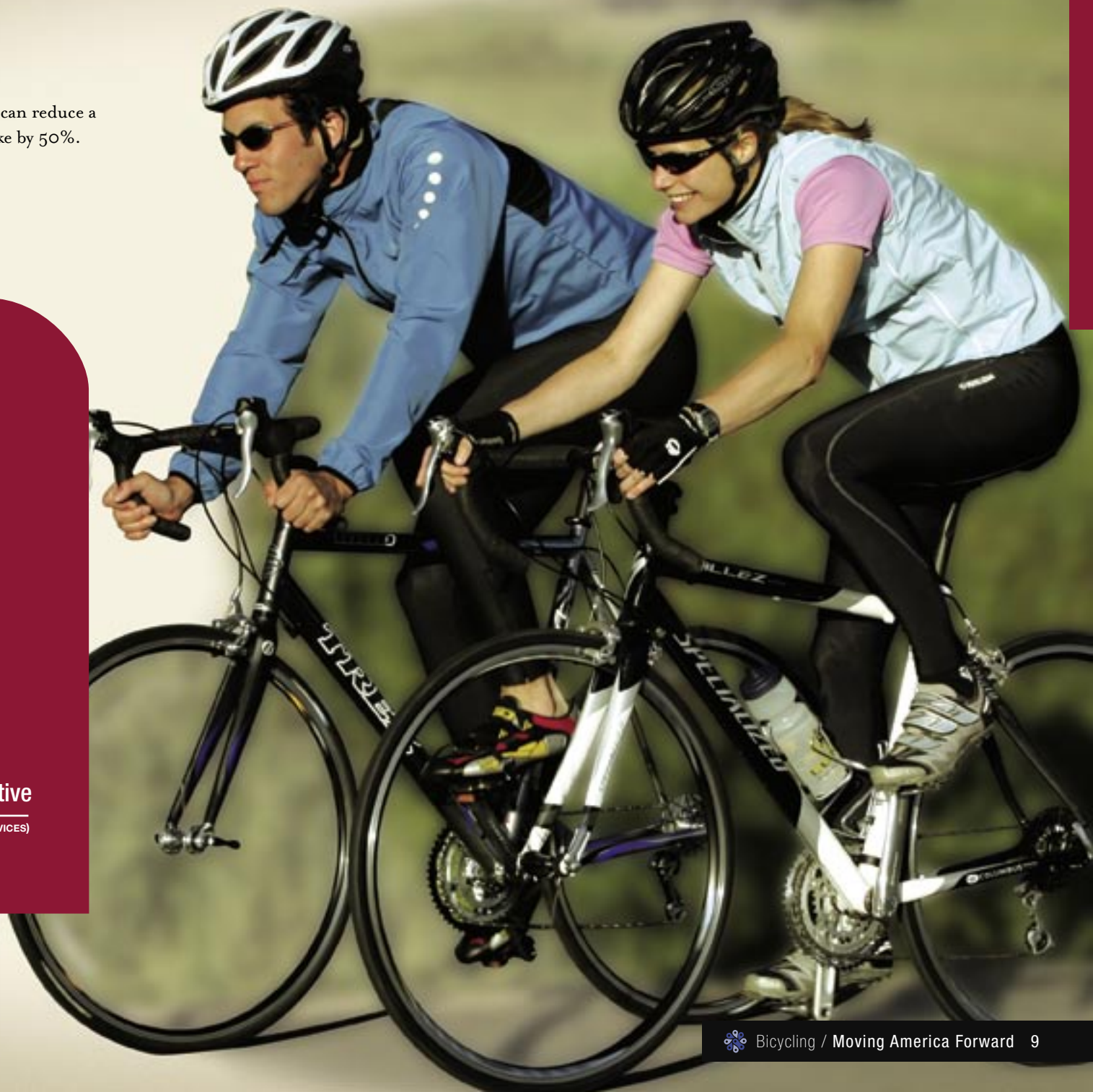
**\$117 billion**

Annual cost due to  
people being overweight  
or obese in the U.S.

**\$76.6 billion**

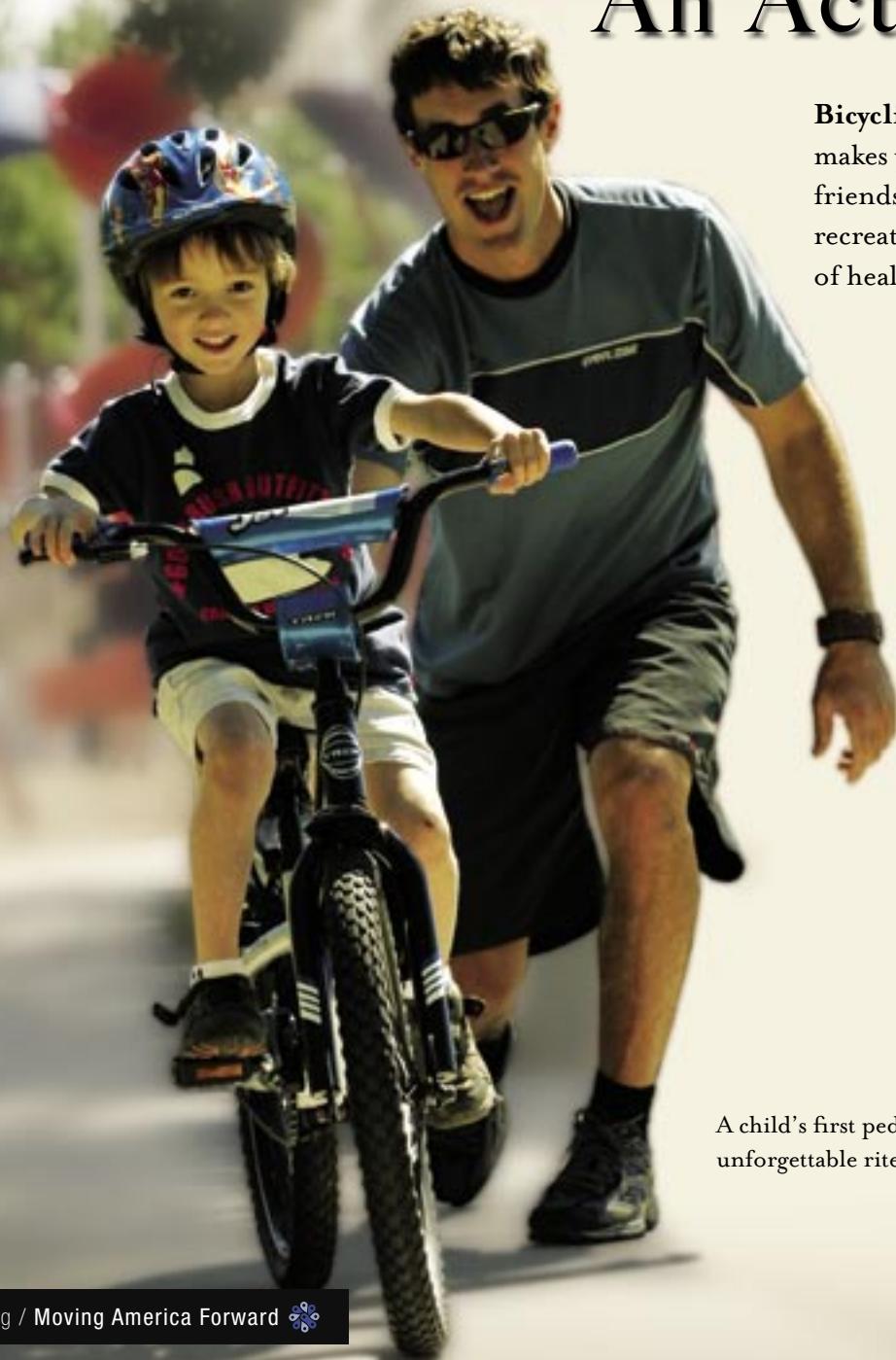
Potential annual  
healthcare savings if  
Americans were more active

(U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES)



# An Activity for a Lifetime

**Bicycling improves quality of life.** It gets you outside, relieves stress, makes you feel better, and creates a way to spend time with family and friends. Best of all, it's convenient, flexible, and free. Whether for recreation, transportation, or competition, bicycling offers a lifetime of health and fun.



Anyone can pedal at any pace. Bicycling is gentle and low-impact, making it an enjoyable, pain-free activity for everyone from ages 3 to 93.

A child's first pedal strokes are an unforgettable rite of passage.



## KIDS

**Kids need safe routes to bike to school. In just one generation, the percentage of children who walk or bike to school has dropped 75% while the number of overweight children has tripled.**

(AMERICA BIKES, NATIONAL CENTER FOR HEALTH STATISTICS)

Safe Routes to School (SR2S) programs aim to create safe ways for children to walk or bike to school. Integrating education, safety, traffic control, mapping, community involvement, and events, **these efforts work**. A Marin County, California, SR2S program led to a 114% increase in the number of children bicycling to school.

(AMERICA BIKES)





# The Foundation of Safe, Livable Communities

**Bicycling is a strong link in the chain of healthy communities.** Cyclists travel at a slower pace, interact with neighbors, and experience their neighborhoods firsthand. Bicycle commuting is a positive alternative to garage-highway-garage journeys that isolate commuters and clog roads. More cycling means less traffic, cleaner air, and fewer accidents.



Since 1991, federal transportation money has funded more than 8,000 bicycle and pedestrian projects and helped build more than 20,000 miles of shared-use paths.

(AMERICA BIKES)



79 million Americans think that bikeways, walking paths, and sidewalks are very important in choosing where to live.

(BUREAU OF TRANSPORTATION STATISTICS)







## ATTITUDES

**52% of Americans**  
would like to bike more

**46% would bike**  
to work if designated  
trails were available

**53% favor**  
increased federal  
spending on bike facilities

(AMERICA BIKES)  
(TRAILS AND GREENWAYS CLEARINGHOUSE)  
(AMERICA BIKES)

Now is the time  
for **America**  
to invest in bicycling.  
**We will all benefit.**



# Resources

Bicyclists across the country are working together to promote cycling, share resources, and support the bicycle industry. Please contact the following organizations for more information.

## Adventure Cycling Association\*

adventurecycling.org  
Inspires people of all ages to travel by bicycle for fun, fitness, and self-discovery.

## Association of Pedestrian and Bicycle Professionals\*

apbp.org  
Promotes excellence in the professional discipline of pedestrian and bicycle transportation.

## Bicycle Product Suppliers Association

bpsa.org  
Association of bicycle, parts, accessories, and service suppliers who serve specialty bicycle retailers.

## Bikes Belong Coalition\*

bikesbelong.org  
The coalition of bicycle suppliers and retailers working to put more people on bicycles more often.

## International Mountain Bicycling Association\*

imba.com  
Creates, preserves, and enhances trail opportunities for mountain bikers worldwide.

## League of American Bicyclists\*

bikeleague.org  
National organization promoting bicycling for fun, fitness, transportation, and work through advocacy and education.

## National Bicycle Dealers Association

nbda.com  
National trade organization of specialty bicycle dealers.

## National Center for Bicycling & Walking\*

bikewalk.org  
Aims to create bicycle-friendly and walkable communities.

## Rails-to-Trails Conservancy\*

railtrails.org  
Works to create a nationwide network of trails from former rail lines and connect corridors to build healthier places for healthier people.

## Thunderhead Alliance\*

thunderheadalliance.org  
National coalition of bicycle and pedestrian advocacy organizations working to break down barriers to safe bicycling and walking in North America.

## USA Cycling

usacycling.org  
National bicycle racing organization (road, mountain, track, cyclo-cross, and BMX).

\* Member of the America Bikes coalition (americabikes.org)

*The elegant and efficient bicycle will strengthen our families and communities, free us from congested roads, rescue us from health problems, and encourage our spirits to soar.*



**Bikes Belong**  
COALITION

*Putting More People On Bicycles More Often*

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